

SUBJECT: Waiver of U.S. Origin Labeling Requirements for MAP Brand Participants

TO: MAP Participants

BACKGROUND

In the past few years, FAS has granted temporary waivers from the requirement to identify the U.S. origin of products promoted under the MAP brand program for activities conducted in certain Middle East countries. The most recent waiver expired on December 31, 2008. Companies participating in the brand program continue to assert that in the current climate such labeling will likely harm sales rather than help them; and the FAS attaches in the region concur.

POLICY

U.S. companies participating in the MAP brand program are granted an indefinite exemption from the U.S. origin labeling requirement for activities conducted in Morocco, Algeria, Tunisia, United Arab Emirates, Bahrain, Oman, Qatar, Kuwait, Saudi Arabia, Yemen, Egypt, Jordan, Lebanon & Libya. Program Notice MAP 07-004, dated July 5, 2007, is superseded by this notice.

EFFECTIVE DATE

This program notice is effective beginning with the 2009 MAP year.



Christian J. Foster
Deputy Administrator
Office of Trade Programs

APR 09 2009